

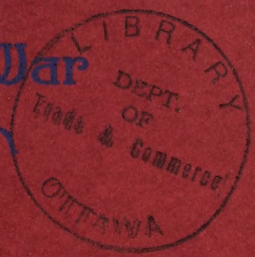
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Alberta Post-War  
Reconstruction  
Committee



Tourist Trade  
in Alberta

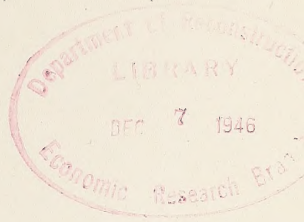
APPENDIX I  
TO THE REPORT  
OF THE SUBCOMMITTEE  
ON INDUSTRY

MARCH  
1945

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# REPORT

of the

## Post-War Reconstruction Committee

1945


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Published in Sections as follows :

1. Agriculture, Land and Soldier Settlement.
2. Education and Vocational Training.
3. Finance.
4. Industry.
5. Natural Resources.
6. Public Works.
7. Social Welfare.

### APPENDICES

1. Tourist Trade In Alberta.
  2. Alberta Post-War Survey.
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# *Tourist Trade in Alberta*

Report of Subcommittee  
on Industry

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APPENDIX I



# REPORT OF SUBCOMMITTEE ON INDUSTRY

## APPENDIX I

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### Post-War Tourist Travel in Relation to Alberta

Bearing in mind that the tourist industry involves and brings benefits both material and intangible to the entire community from the producer to the business and professional strata of trade and commerce, the opportunities and problems of the industry are of direct interest to every citizen of Alberta. Here in Alberta we all know what the agricultural industry means to each of us. In many similar communities throughout the world, the tourist industry means to them what agriculture means to us. In them everyone from boot black to banker, from cabin boy to clergyman, depends directly or indirectly for his livelihood upon the tourist industry. Alberta is more fortunate than they because it already has an agricultural industry well established and thriving and it also has a mighty potential in the development of the tourist industry, which, when all its branches of services are considered, can give in the future employment in Alberta to as many, and possibly more than, agriculture employs to-day. Furthermore, the tourist industry includes within its orbit the employment of agriculture in all its phases because it provides a domestic market for all agricultural products.

It was not until 1939, when hard-surfaced highways were opened from the United States border to Alberta's resort centres, that this Province was prepared to invite motorists here with any degree of assurance that they would return to their own communities as satisfied customers. In fact, those who did undertake the hazards of motor travel from distant points to Alberta, usually returned to their homes disgruntled and dissatisfied and their reports of road conditions discouraged others from coming by motor to Alberta's holiday resorts. But with the dawn of 1939 and with the opening of the magnificent Banff-Jasper scenic highway, Alberta's opportunity to develop the tourist industry blossomed into reality. The war and necessary restrictions upon the use of gasoline and tires, and upon travel in general for pleasure and recreation only, forced the tourist industry like many others, into hibernation.

#### **MONEY AND TIME AVAILABLE**

The post-war travel picture stands upon a background of cold economic truth, which, if sound planning is to be done, must be clearly understood.

(1) Millions of persons who have been used to visiting distant places during their vacations have been compelled to remain at home.



(2) Through the influence of labour unions, about 7,000,000 Americans, more than ever before, are now able to obtain holidays with pay.

(3) As a result of war loan drives in Canada alone, between eight and nine billions of dollars worth of credit have been stored up in reservoirs of wealth of one kind or another for release at intervals after the war.

(4) The American public, likewise, has more liquitable credit in storage now than at any time in history.

These four points cover two principal considerations, namely; that millions of persons will want to travel as soon as restrictions are lifted, and, that they will have plenty of money with which to travel.

### **EMBARGO ON FOREIGN TRAVEL**

The next important fact is, that after this war, as after the last, the United States—as already indicated in Washington—will place an embargo on pleasure travel overseas, because all available shipping space will be required for the repatriation of troops and the shipment of reconstruction materials and supplies abroad. The embargo lasted for eighteen months after the last war, and it is believed that it will be for three years after this. For a considerable period, therefore, pleasure travel may be restricted to the American continents.

### **OTHERS ARE READY**

South America, anticipating this fact, has been laying solid foundations for the past two years to attract tourist traffic southward. American resort centres on the west coast already have under way extensive programmes of promotional effort to attract visitors from the eastern states, and likewise the eastern states are promoting tourist traffic from the west.

Competition for the business is already at a high pitch. In those districts which depend almost solely upon tourist traffic for the stability of their entire economy, only the final stages of organization have now to be completed, a few more clerks, cooks, waiters and bell boys added to their staffs, and they will be back to 100 per cent efficiency, and fully prepared to beat their competitors.

Their advertising appropriations are not only made; their advertisements are already prepared, their booklets printed, their resort centres fully equipped and their sport attractions arranged.

The State Progress Commission of the State of Washington is an average example. They have a budget of \$500,000 already at their disposal for advertising and publicity. Their campaign is arranged in two-year stages—not from year to year—and this enables them to prepare, this summer, material for release next spring to attract tourists a year from now. They work always at least one season ahead, so that their storehouse of promotional effort is always well stocked with material.

Oregon is working on a budget of \$100,000 per year. British Columbia's budget for the coming season—war or no war—will be



in the neighbourhood of \$75,000 because, war or no war, preparations for peace time conditions in travel are believed to be equally as important as other measures for reconstruction and rehabilitation.

### **AVIATION'S BIG CHANGES**

The post-war era, unlike all others in history, will present an aspect in the tourist industry absolutely unique in the history of the world. Tourist business as we have known it in the past, has come to every community by a series of stages of modified metamorphosis or by degrees of gradual development. It took fifty years of improvements in rail travel to bring us to the pre-war status of rail-bourne traffic. During that period, gradual improvement of hotels, resorts and national parks and all the services which they included, were brought to a very high degree of efficiency. Likewise, the development of motor travel was gradual, because we had to wait for improved highways and the development of the modern but low-priced automobile. So little improvements in accommodation and services, year by year, sufficed to meet the requirements of the travelling public.

But with air-bourne tourist traffic all this will be different. Within the short span of four years, air traffic facilities have been developed to unbelievable proportions, directly because of the war. Twenty thousand air-bourne troops were landed in Normandy in less than six hours. Trans-Atlantic passage by air in from twelve to sixteen hours has become as commonplace—and much safer than the Atlantic crossing by sea, in from five to fourteen days!

### **EQUIPMENT AVAILABLE**

Immediately after the war, between eight and ten thousand transport—not fighter—aircraft will be returned to civil aviation and may be transformed from troop to passenger use within a matter of days. So the equipment will be available.

### **PERSONNEL AVAILABLE**

During the war, more than 50,000 Canadian youths have been given advanced training in aviation, exclusive of those who have been trained in its mechanics and ground crew operations. More than a quarter of a million Americans have also been so trained. So the personnel will also be available.

### **AIR RATE REDUCTIONS**

Air lines are already meeting surface travel rates on the basis of first class standard fares plus berth, Pan-American Air Lines officials have announced that, immediately after the war they will reduce their per passenger mile rate from eight cents to three and a half cents. Mr. Jack Frye, president of T.W.A. told the U.S. Civil Aeronautical Commission in October, that his company was prepared to establish service on a twelve to sixteen hour basis from New York to London for \$276, as compared with the first class steamer rate of \$316. This means that air passenger traffic will move at equal or less than rail and steamship rates. So travellers who can afford to travel by rail or liner will be able to travel by air.

### **TIME DISTANCE FACTOR REDUCED**

But that is not all! Air travel has virtually eliminated the time-distance factor. Persons who have only two weeks of vacation do

not wish, and can not afford, to spend ten days and nights on trains or on ships to obtain only four days in the Canadian mountains or in Mexico. To-day, however, every populous centre on the continent as far east as Boston and as far south as Monterey, Mexico, is within twenty-four hours of Calgary, or Edmonton, by air. To-day the New Yorker can board a plane at noon on Saturday, be in Alberta by Sunday afternoon and have before him a solid fortnight of vacation time.

This combination of circumstances provides Alberta with a golden opportunity in which to develop tourist business, but the opportunity is not exclusively Alberta's, and it may be lost for many years to come unless plans and preparations are made now not only to capture this new air traffic but also to promote traffic by motor car, bus and train. It should always be remembered that while it is true that privately owned automobiles have been going off the highways and onto the scrap piles of the United States at the rate of two million a year, for the past three years, there are still more than 24,000,000 privately owned cars either in operation on a reduced scale or in storage and ready to roll on pleasure tours the moment that rubber and, particularly, gasoline restrictions are lifted.

These conditions and circumstances not only indicate what the tourist business may mean to Alberta as a virtually new and as yet unexploited source of new wealth and employment. They also indicate the seriousness of many deficiencies which must be overcome and numerous problems which must be solved.

### **CAREERS IN TOURISM**

Alberta's first deficiency is lack of trained personnel. In no category of our whole educational system have we ever endeavoured or do we now endeavour to train young men and women for positions ranging from hotel or resort managers and hostesses to cooks and chambermaids. The hostess course at Cornell University, it may be interesting to note, takes four years. Columbia's course for hotel executive varies, but the senior branches take from six to seven years. The students who take these courses enter them with a clear vision of what the tourist industry means in the economy of the nation and to their future. They are career people and they choose the travel industry as their field because of the pleasant nature of the work, its permanency and the remuneration it pays.

In Canada we have been bred to believe that summer resorts are seasonal, that waiting on tables or smashing baggage is a job for high school students during the summer holidays. In districts where the tourist trade is to the people what agriculture is to the Albertan, waiting on tables is but a part of the apprenticeship leading to a degree as a hostess, and smashing baggage is but a stepping stone to a future position of executive authority. So Alberta lacks trained personnel, but the way is clearing for action in this respect.

### **COURSES AVAILABLE**

For four years, under the auspices of the Canadian Hotelmen's Association, a course in training pertaining to the tourist trade has been undergoing development and it is now ready for operation. We have made the necessary contacts and have the assurance of the Association that we can make what use we wish of their research and



findings. The course can easily be established, for instance, in the Institute of Technology and Art, and, if it were, we have the assurance of travel executives throughout western Canada and the Pacific North-West States, it would draw students from all of these territories. On the other hand, if we do not want to go so far, we have the assurance of the operating executives of both the Canadian National and Canadian Pacific railways that they will endeavour to induce their hotel departments to lend, at no expense to the government, expert travel and resort executives to conduct lectures, particularly for the benefit of returning active service personnel who may desire to study the tourist trade with a view to becoming permanently established in it. However, it is a fact that unless we put into action some plan of training, Alberta will continue to lag as a leading tourist resort Province, because trained personnel are not just born nor even brought up like Topsy; they must be trained.

### **MORE ACCOMMODATION NEEDED**

Without trained personnel, all the best accommodation in the world can not build a successful, stable and satisfactory tourist industry, but accommodation is Alberta's next great deficiency. On the whole, what we have is good, especially in the resort centres themselves. The standard of living quarters provided, and services rendered by the big railway chain resort hotels and lodges together with some of our bungalow camps catering to the motorist are equal to, and, in some respects, much better than those encountered in many of the most famous United States resort centres. But we do not have sufficient accommodation. To meet post-war travel demands, it is estimated conservatively that the accommodation in Jasper should be increased tenfold, and that in Banff it should be quadrupled. Even under present war-time conditions, the demand for accommodation in Banff far exceeds the available space for middle-bracket traffic. This places the big resort hotels there out of the picture because they cater to the upper bracket travel and the middle bracket is the type that makes expansion necessary. Most of those 7,000,000 Americans now on vacations with pay come within this category. The upper bracket may not show great gains; in fact it may register some declines.

### **STANDARDIZATION NECESSARY**

The accommodation which we lack must be absolutely modern, but need not be ultra-modern, and it must be moderately priced. Furthermore, the motoring public, and in fact the entire travelling public is becoming educated—through bitter experiences—to demand standardized services and accommodation for standardized rates, and the only way in which they have assurance of such just treatment is to institute government licensing and inspection—the licensing to be on a nominal fee basis but enacted to enable the government to deny licenses to operators who do not comply with standard requirements; the inspections to ensure that they do, and finally, to effect continued improvements in premises and services. Licensing by municipalities, as tried in British Columbia, has been proven unsatisfactory because it has standardized nothing. The requirements in one locality do not measure up to those in another, and, besides, local politics often enter into the matter.



## PUBLIC SUPPORT

Our third deficiency in Alberta is a regrettable lack of public opinion to support government effort in building a thriving tourist industry. The farmer heartily approves the appropriation of considerable sums for the advancement of education, health measures and agriculture because he appreciates that, eventually, these services result in increased income or benefits of other kinds, but the farmer on the central prairies who never sees a tourist, heartily believes that public funds spent in the development of the tourist trade, goes directly into the pockets of the people of resort localities, and does him no good whatsoever. That is a very serious deficiency. It can be overcome only through education to show the farmer that not only tourists but all those who cater to them bring their stomachs with them. He must be educated to the fact that a side of beef eaten in Alberta, without long expensive haul charges to distant places, can yield him a greater direct return than the side of beef exported. He must be taught that the bushel of potatoes eaten in Alberta, gives employment in Alberta to persons who peel and cook and serve them; to people who arrange menus, buy the food, wash the table linen and polish the silverware. He must be taught that the Alberta Government cannot collect school taxes from Americans or from Saskatchewan farmers until they come to Alberta on vacations, but that, from the moment they enter Alberta by any means, with every bite they eat, with every bed cover they turn down, with every wheel they turn and every purchase they make, they pay taxes of one kind or another and yet enter into no competition with our labour, taking nothing away for resale against us elsewhere, but leave millions of dollars worth of foreign exchange behind—this latter a most important factor in Canada's economy in peace as in war. In short, the farmer must be taught that agriculture plays an important part, and supplies a valuable service for which the tourist industry pays a handsome price.

## ORGANIZATION OF INDUSTRY

The fourth deficiency involves lack of organization in the industry itself. The operators of licensed hotels and restaurants are organized, and recently, the licensed guides and outfitters formed an association of their own, but no organization exists for the resort owners or operators—those who operate auto courts or bungalow camps etc. Furthermore, no organization exists to bring all of these and other business and professional organizations together in the common cause of tourist promotion. In contrast to this condition, the Montanans Inc., of Montana, may be cited as an example. In that State the State Government makes no appropriation for tourist travel promotion, except the publication of road maps and a very attractive picture folder. All the publicity expense is borne by the Montanans Inc. whose membership comprises merchants and operators of dude ranches, service stations, newspapers, radio stations, auto courts, hotels, restaurants, etc. and others including real estate brokers, professional and other business men. More than \$50,000 per year was raised before the war through Montanans Inc. for publicity and promotion work, but the State Government maintained "points of entry" at strategic points where motorists were welcomed by uniformed officials, and where valuable statistical information was gathered. This included answers to a questionnaire asking how

many miles travelled, how much money spent, what accommodation was preferred, what activity attracted the visitor, etc., and furthermore, every visitor who displayed a little copper tag which he received at the point of entry was given a discount on cash purchases made in stores and other establishments, subscribing to the funds of Montanans Inc. The activities of Montanans Inc. required the services of a part-time secretary who was also the secretary of the Helena Chamber of Commerce.

Alberta lacks that kind of organization and it is most desirable because it helps greatly not only in promoting travel, but in disciplining those who cater to tourists. It assists with the maintenance of a high standard of accommodation and service, and puts the onus of such responsibility upon the industry itself rather than upon the government. However, it has been found, that even though the industry, through such an organization, can do much in the way of developing the industry, the government has a distinct and separate interest in respect to promotion where such promotion is of a general character and is aimed at promoting the interests of all the community. Organization within the industry usually cares only for the interests of those who become members of an organization such as Montanans Inc., while the interests of the government encompass not only such members, but those who do not care to join the organization. Furthermore, the government is financially interested not only from the financial aspect of the direct revenue received from gasoline taxes and liquor sales, but from taxes received indirectly as a result of the over-all volume of business which travel produces. Alberta needs an organized tourist industry and promotion programmes should be worked out between it and the government, to provide the maximum results from the minimum of effort and expenditures.

### ACTIVITIES NOT ORGANIZED

The fifth deficiency involves Alberta's lack of facilities and organization pertaining to tourist activities. We have many attractions, but attractions do not usually become activities in the highest sense until they are organized. Sport activities must be organized. We say that we have swimming, golfing, and tennis facilities, for instance. This is true in a limited sense. We also have bucking horses, but it took the Calgary Stampede—an organized event—to make bucking horses an activity which could attract and entertain tourists and hold them in one spot for a whole week. That kind of organization that can create competitive events in Alberta resorts in field and track events, golf, tennis, swimming, ski-ing, curling and a number of other sports is badly needed and certainly not beyond the realm of possibility. Alberta might well vision now the staging of the Olympic Games here in 1950, and get busy for it by way of preparation. There is not an event sponsored by the Olympic Games Association that could not be accommodated in Alberta.

The ramifications confronting the organization of activities are numerous, but they have been surmounted at Sun Valley, Idaho, where full-time sports directors are employed to organize competitive ice and snow sports, golf, field and track events etc. There, a railway pays the bills but it has an exclusive franchise on the rail transportation and all the accommodation. In Alberta this is an activity for the Government to assume. A capable returned veteran could be

employed to undertake the work under the supervision of the Department of Trade and Industry through the Publicity and Travel Bureau. The maintenance of tracks, fields, swimming pools, etc., should be a responsibility of the federal government, where they lie within National Parks and should be the responsibility of the municipality otherwise.

So much for the five deficiencies. It has been necessary to mention them in order to understand what we have to overcome; in order to chart our course in the development of a post-war tourist industry. The methods of dealing with each has been but sketchily outlined as each was mentioned, but they do give some vague idea of the tremendous tasks involved and the immensity of the problem.

### PENNSYLVANIA'S ACHIEVEMENT

In charting Alberta's course in the development of this great industry, our ambitions, although not speedily attainable, should not be too modest. Alberta has long suffered under the lack of a clearly defined long-term federal policy for agriculture. Our purpose with respect to tourist trade should be to define a long-term policy now, and hew to the line with the passing years to see that such a policy is carried out. But before such a policy can be determined, it will be well to investigate what others have been able to achieve in a reasonably short period of time. The example of the State of Pennsylvania is worthy of note.

In 1913, the State of Pennsylvania was virtually depleted of game. Last year the game killed totalled more than 5,000,000 animals and birds and yet to-day there is more game in the State than in the days of William Penn. Pennsylvania's recreational business amounts to more than \$415,000,000 per year and is the fourth largest industry in the State. They have 76 game farm projects, sponsored, established and maintained by sportsmen's organizations. These cover more than 146,000 acres and include 114 special wild life projects. The Pennsylvania Game Commission owns more than 750,000 acres of game lands, almost all of it open for public shooting, and 75,000 additional acres under contract. It buys, annually, more than \$100,000 worth of game for restocking purposes. Of course, the State of Pennsylvania is unfortunate compared with Alberta because they have only deer, black bear, foxes, rabbits, squirrels, ringneck pheasants, grouse, snipe, quail and Hungarian partridge. Unlike Alberta, they have no moose, sheep, elk, caribou or mountain goat and they have no ducks or geese. And, which is more, they have to raise what they have virtually by hand. Perhaps that makes their accomplishments all the more remarkable, but in the comparatively short span of thirty years, they have built travel and hunting business into a \$400,000,000 industry and that is more than Alberta derives to-day annually from our live stock and poultry, all our grain crops, our coal, oil, lumber, butter and cheese business combined.

The situation in Pennsylvania illustrates an excellent example of what can be achieved in developing hunting and fishing facilities—only one phase of the tourist business—when sportsmen's organizations and the government combine their efforts in the achievement of a common cause. A similar attitude has marked the activities of



Alberta's sportsmen in the past. The time has now arrived, however, for greatly expanded activities along these lines so that, over a period of years, Alberta's hunting and fishing facilities will suffice, not for ourselves alone but for the tens of thousands of visiting sportsmen who may seek relaxation in our fields and forests. It may be added that, in the matter of accommodation for such visitors, Alberta is in a more happy position than in respect to summer vacationists because Alberta's licensed country hotels provide a large volume of accommodation with comfortable beds and well prepared meals of the kind most relished by visiting nimrods.

### **VETERANS' REHABILITATION**

Having thus appraised Alberta's background of opportunities and deficiencies and having considered some of the possibilities for the future, it is necessary next to consider all of these matters in relation to the post-war problem of rehabilitating large numbers of returning active service personnel in the tourist industry.

Realizing that there are numerous suitable tourist resort sites as yet undeveloped, particularly in northern Alberta, the Government's Publicity and Travel Bureau has conducted a survey to ascertain where the best of these sites are located, and what should be done to improve or develop them. Adequate training will be necessary for these men and it is anticipated that the efforts already mentioned in this connection will bear highly satisfactory results so location of the sites and the training of the men appear as secondary matters, until such time as sufficient numbers are induced to undertake the establishment of these new resorts. Particularly in the North, there exists already the skeleton establishment for a tremendous resort expansion around Hudson Bay forts. These forts, in operation for more than 200 years, have their lines of supply well established, and the company's officials at each of them are well acquainted with their own country. Furthermore, it would seem that the development of resorts in these localities, would give them a much wider market outlet for the outfitting and supplying of tourist and hunting expeditions.

### **FINANCING NEW RESORTS**

The problem of financing the establishment of small but modernly equipped resorts, rather than lack of sites or training, is the major obstacle to the returning veteran. Therefore, Alberta's representative on the National Tourist Advisory Committee, which met in Windsor last September, stressed the need of providing federal aid for veterans who want to settle on resort sites similar to that now provided for veterans who want to settle on agricultural lands under The Veterans' Land Act. It was pointed out that the federal government is making loans to veterans who want to grow grain and raise live stock which are already produced in abundance for a highly competitive market, but that apparently no such encouragement was being given to the veteran who may seek to establish resort centres of which there is a very acute scarcity. The matter has been brought to the attention of the federal government but, as yet, no definition of policy in respect to it has been announced from Ottawa, and an effort should be made to ensure that a favourable decision is made without further delay.

## FOREST FIRE PROBLEM

In undertaking to settle veterans on resort sites, it will be important to obtain the co-operation of the forestry branch of the Department of Lands and Mines, because, not only will their knowledge of local conditions be valuable, but their forest fire problems will have to be given careful consideration. On the other hand, the settlement of responsible veterans who will depend upon the natural beauties of the forest for their livelihood, will provide an added asset and an ever-present force to act as game guardians and fire wardens. All veterans who so settle should be given training to fit them for these duties, and in some localities, they may even be provided with the most modern equipment for forest fire prevention, detection and suppression. In short, the settlement of veterans on undeveloped resorts in the forested areas will provide an efficient and greatly expanded forest fire prevention and fighting force.

The problems of obtaining and training personnel, and locating suitable resort sites having been considered, the next problem is that of constructing the resorts. The building of bungalows is not a difficult task, because they may be of log structure and built by local labour. However, the provision of proper accessories such as lighting and water equipment, stoves, beds, bedding and other furnishings, will provide an immediate and most important outlet for consumer goods. In addition to the various furnishings such as tables, chairs, chesterfields, small radios, mirrors, bath and toilet equipment, etc., usually found in the average home, tourist bungalows, particularly in outlying districts require a complete range of cooking utensils, cutlery, chinaware, etc.

War Assets Corporation will have large quantities of these articles for disposal shortly after the war and it will be advisable, that, in order to minimize the initial cost of resort establishment, such articles should be placed at the disposal of those who enter the resort business, particularly when they are returned veterans. A strong appeal to the proper authorities should be made without delay, to ensure that such will be the case.

Meanwhile, adequate tourist promotion facilities should be organized and prepared to function as soon as transportation and accommodation facilities are prepared to take care of the visiting public. In this connection, it should be borne in mind, that Alberta already has extensive transportation and accommodation facilities available in some districts. Promotional effort should be continuous so far as they are concerned, and this continuous effort can be so expanded to grow with, and include new resort centres as they become developed.

In this respect it may be well to follow the example of the State of Washington, and provide a budget not from year to year, but to cover a period of years. Promotion material and contacts for business in 1946, must be prepared and established in 1945. Material publicizing summer attractions must always be prepared a year in advance, and released not later than the spring in order to be effective. The material should include advertising layouts of design and copy, publicity in the form of written articles and photographs for release in news columns, radio programmes and motion pictures suitable for use in news reels or short subjects and in 16 mm size for lecture and

educational purposes. Contacts should include agreements with travel agencies and information bureaus at strategic points in other parts of the United States and Canada. They should also involve lecture tours arranged so that speakers, equipped with scenic motion pictures may deliver addresses during the winter season to societies and organizations in distant parts whose members will be tourists the following season.

As a part of the organization of the industry, points of entry should be established at strategic points within the Province so that visitors may be interviewed and data pertaining to their expenditures, mileage travelled, reasons for coming, etc., compiled. Furthermore, properly authorized Provincial officials should keep in close touch with the customs ports of entry at the International Boundary to help visitors should they encounter difficulties arising out of customs or immigration regulations. These and other details too numerous to mention will require careful consideration even in the earliest stages of developing Alberta's tourist industry on the scale which is not only justified but will be necessary after the war.

### HIGHWAYS

Consideration of road construction and maintenance problems has been left purposely until this point because of its importance. With roads may be considered the modern problems of airport construction and maintenance. From the viewpoint of the tourist industry every trunk and secondary highway in Alberta is of primary importance, and when due consideration is given to the desire of the sport fisherman to reach out of the way lakes and streams, the prairie or mountain trail reaches nearly the same category. But achievement of a completely satisfactory highway system, like so many other features of the tourist industry, can be reached only in due time. It becomes necessary, therefore, to consider first things first.

So far as Alberta's tourist industry is concerned, the first great need in highway construction is that the highway from Coutts to Lethbridge, from Redcliff to Strathmore and Calgary, from Lethbridge and Macleod to Edmonton, from Wainwright to Jasper, and from Red Deer to the Saskatchewan Crossing on the Banff-Jasper Highway, be completed, and all permanently hard surfaced within the shortest possible time. In many respects these are federal projects. Those within the industry who have expressed themselves—and they have been numerous—unanimously declare that the federal government should share the major portion if not all of the construction costs of those highways which form parts of the Trans-Canada highway system. Both Edmonton and Jasper groups recently went on record as supporting the view, that if the Alberta Government surfaces the Edmonton-Jasper highway as far as Edson, it will have done its full share and that other projects should be carried out under an equitable plan of federal aid. The matter for consideration at this juncture, however, is not of necessity how the construction and maintenance of tourist highways can be accomplished, but rather that it be accomplished quickly and efficiently, and every effort should be exerted to this end. Airports should be constructed by municipalities, villages, towns and cities with federal aid according to their needs.









